

# **BULKY EXHIBITS**

Proceeding No.	91212680
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Filing Date	01/23/2015
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<b>TITLE</b> : Frito-Lay North America, Inc. v. Real Foods Pty Ltd. Michael Pels' Declaration and Exhibits Continued Composite Exhibit E- CD and Exhibit F
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<b>91212680</b>
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# **COMPOSITE EXHIBIT E**

Sampling of You Tube Videos and CD with Videos

***Frito-Lay North America, Inc. v. Real Foods Pty Ltd.***  
**Trademark Trial and Appeal Board**  
**Consolidated Opposition Nos. 91212680 and 92213587**

**Relevant YouTube References**

- <https://www.youtube.com/watch?v=fk6OEe6W2wA>
- <https://www.youtube.com/watch?v=UQ5CCVJ7doM>
- <https://www.youtube.com/watch?v=VcYImFwyY-s>

# **COMPOSITE EXHIBIT F**

Sampling of Third-Party Uses Generic Names “Rice  
Cakes” or “Popped Corn/Corn Cakes”



## Hain Pure Snax Popped Corn Cake, Plain, 4.5-Ounce Bags (Pack of 12)

by Hain

1 customer review

Sign up to be notified when this item becomes available.

- pack of 12 4.5-ounce bags of plain popped-corn cakes (54 total ounces)
- Made from organic yellow corn, whole grain brown rice, and sea salt
- Certified Kosher; no fat or cholesterol; 35 calories per serving
- Snack on a crunchy cake twin-packed to preserve freshness
- Made in the U.S.

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Dinner & Desserts



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### Product Description

Hain Pure Foods Popped Corn Cakes are a delicious, crunchy, and full-flavored snack! Like all Hain Pure Foods products, our rice cakes are delicious and all natural--with no trans fat, artificial flavors, colors or preservatives. Enjoy all the taste and crunch of your favorite Popped Corn Cakes, anytime! Twin pack for freshness. Made in the USA.

### Product Details

**Shipping Weight:** 5.6 pounds

**Shipping:** This item can only be shipped to the 48 contiguous states. We regret it cannot be shipped to APO/FPO, Hawaii, Alaska, or Puerto Rico.

**Shipping Advisory:** This item must be shipped separately from other items in your order. Additional shipping charges will not apply.

**ASIN:** B000EVQ5GI

**UPC:** 023254650654

**Average Customer Review:** (1 customer review)

**Amazon Best Sellers Rank:** #363,803 in Grocery & Gourmet Food (See Top 100 in Grocery & Gourmet Food)

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### Important Information

#### Ingredients

Organic Yellow Corn (De-germed), Whole Grain Brown Rice, Sea Salt.

#### Legal Disclaimer

Actual product packaging and materials may contain more and different information than what is shown on our website. We recommend that you do not rely solely on the information presented and that you always read labels, warnings, and directions before using or consuming a product. Please see our full disclaimer below.

#### Feedback

- ▶ If you have a question or problem, visit our **Help pages**.
- ▶ Would you like to **give feedback on images** or **tell us about a lower price?**
- ▶ If you are a seller for this product and want to change product data, click **here** (you may have to sign in with your seller id).

#### Customer Questions & Answers

See questions and answers

#### Customer Reviews

(1)

2.0 out of 5 stars

5 star	0	Share your thoughts with other customers
4 star	0	
3 star	0	Write a customer review
2 star	1	
1 star	0	

See the customer review

#### Most Helpful Customer Reviews

Ad feedback

3 of 3 people found the following review helpful

##### Not as good as Orville Redenbacher's

By jilltoo on September 25, 2009

I ordered a case of these since it seems the Orville Redenbacher's popcorn cakes are discontinued or at least in declining production. These cakes have the same look, texture and taste almost the same as a regular rice (not popcorn) cake. Products like this are dime a dozen and had I known they were almost the same thing as everyone else's rice cakes, I would not have ordered this. What to do when your favorite product cannot be found and seems to not be duplicated by anyone else? Such a simple, delicious idea, don't know why other companies don't make them.

Comment Was this review helpful to you? ☐ Yes ☐ No

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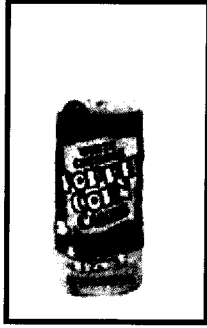
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## Stores

**ShopRite Popped Corn Cakes - White Cheddar** -      (0)



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**ShopRite of New London**

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## Rate this Product



## Details

5.25 oz

SKU / UPC: 041190031214

## Nutrition

### Nutrition Facts

**Serving Size 1 cake**

**Servings Per Container 14**

---

**Amount Per Serving**

**Calories 45**

**Calories from Fat 0**

---

**% Daily Value\***

<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	<b>0%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 65mg	
<b>Total Carbohydrate</b> 8g	<b>3%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 1g	
<b>Protein</b> 1g	
<hr/>	
Vitamin A	0%
Vitamin C	0%
Calcium	0%
Iron	0%

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## Ingredients

Whole Grain Brown Rice, Corn (with Germ Removed), Cheese Flavor Blend  
[Pasteurized Milk, Cultures, Salt, Enzymes, Whey, Cultured Nonfat Milk, Cream,  
Natural Flavors, Citric Acid, Butter, Buttermilk, Lactic Acid, Tocopherols, Ascorbyl  
Palmitate], Safflower

## Other Info

### Manufacturer

Wakefern Food Corporation

Elizabeth, NJ 07207

## Safety Warnings

(732) 775-4250

**ShopRite of West Long Branch**

Rt 36 & 71

West Long Branch, NJ

(732) 542-5222

**ShopRite of Wall Township**

2433 Highway 34

Manasquan, NJ

(732) 292-9780

Share this

**ShopRite of Greenway Plaza**

25-43 Prospect Street

Yonkers, NY

(914) 376-5429

**ShopRite Popped Corn Cakes - Caramel -**

(0)

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**ShopRite of New London**

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## Quaker Fat Free Buttered Popped Corn Cakes?



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- ☒ Description
  - Claims
    - Gluten Free
- ☐ Nutrition
- ☒ Allergens
  - Contains Milk Ingredients
  - Contains Eggs
  - May Contain Traces of Peanuts and Other Nuts

RF004732

- ☐ Ingredients

Whole Grain Brown Rice, Corn (With Germ Removed), Salt, Natural Flavor (Contains Milk And Egg Ingredients).

\$2.69/ea

4.5oz

-1  +

[add to cart](#)

[add to list](#)

subtotal: **\$2.69**

## Like That? You'll Love This.



- **Quaker Fat Free Caramel Corn Flavored Rice Cakes**

6.57oz

\$2.69/ea

-1  +

[Add to Cart](#)[Added](#)

[save to list](#)



- **Quaker Chocolate Crunch Rice Cakes**

7.23oz

\$2.69/ea

-1  +

[Add to Cart](#)[Added](#)

[save to list](#)



- **Quaker Fat Free Apple Cinnamon Rice Cakes**

6.53oz

\$2.69/ea

-1  +

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- **Quaker Fat Free Lightly Salted Rice Cakes**

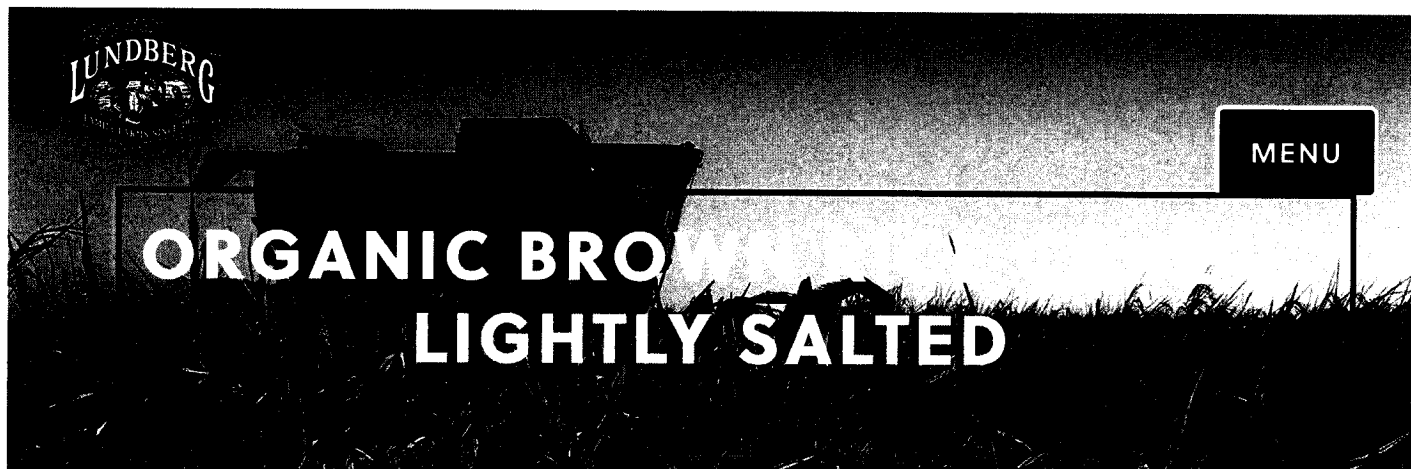
4.5oz

\$2.69/ea

-1  +

[Add to Cart](#)[Added](#)

[save to list](#)



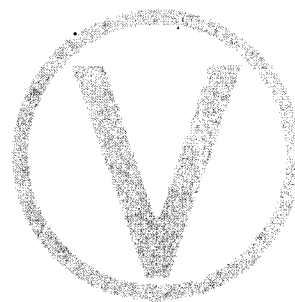
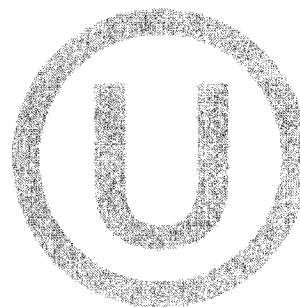
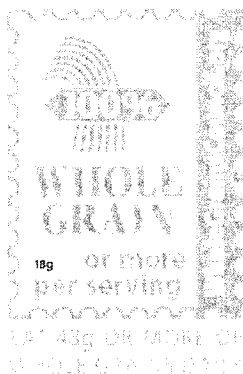
## RICE CAKES



8.5OZ (241G)

## PRODUCT INFORMATION

## PRODUCT SPECIFICATIONS



## SHARE THIS PRODUCT

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## INGREDIENTS

Organic Whole Grain Brown Rice, Sea Salt.

## NUTRITION FACTS

SIZE **8.5oz**

Serving Size: 1 cake

Servings Per Container: 13

## AMOUNT PER SERVING

Calories 60

Calories from Fat 5



		% Daily Value*
<b>Total Fat</b> 0.5g		1%
Saturated Fat 0g		0%
Trans Fat 0g		
<b>Cholesterol</b> 0mg		0%
<b>Sodium</b> 35mg		1%
<b>Total Carbohydrate</b> 14g		5%
Dietary Fiber 1g		4%
Sugars 0g		
<b>Protein</b> 1g		
Vitamin A 0%		Vitamin C 0%
Calcium 0%		Iron 2%

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## QUAKER® RICE CAKES LIGHTLY SALTED

★★★★★ 4.3 (12) [Write a review](#)

Made with the delicious goodness of whole grain brown rice, and baked to crispy perfection. With tons of great flavors, and 60 calories or less per cake, there's one perfect for every snacking occasion. Or even make one into a meal. Check out our recipes page for inspiration.

The perfect amount of crunch, with a pinch of salt.

**Gluten free**

**8g of whole grain**

**35 calories per serving**

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FAQ'S**

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NUTRITIONAL INFO

➤ **REVIEWS & RATINGS** ⚡

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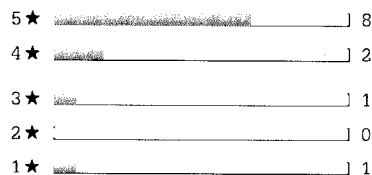
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#### Average Customer Ratings



#### Most Helpful Favorable Review

★★★★★

**SideBoob** · 7 months ago

##### CAN'T STOP, WON'T STOP.

I think I've reach another level of happiness since discovering the caramel chocolate chip flavoured... [Show Full Review](#)

4 of 6 people found this helpful

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#### Most Helpful Critical Review

★

**Irene24** · 7 months ago

##### Hair in your chocolate flavored rice cakes

I have been buying your rice cakes for years and never had any problems, the quality has always been... [Show Full Review](#)

4 of 10 people found this helpful

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★

**Irene24** · 7 months ago

##### Hair in your chocolate flavored rice cakes

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Online Price: \$4.30/ea.

A great healthy snack you won't feel bad about.

[\[+\] Nutritional Facts](#)**ORGANIC BUCKWHEAT RICE CAKES LIGHTLY SALTED - 6 OZ.**[\[+\] Buy Now](#)

Online Price: \$4.19/ea.

[\[+\] Nutritional Facts](#)

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SALTED - 6 OZ.****[+] Buy Now**

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Facts

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SALT - 6 OZ.****[+] Buy Now**

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LIGHTLY SALTED - 6 OZ.****[+] Buy Now**

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**ORGANIC NORI RICE CAKES NO SALT - 6 OZ.****[+] Buy Now**

Online Price: \$4.30/ea.

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**ORGANIC DULSE RICE CAKES NO SALT - 6  
OZ.****[+] Buy Now**

Online Price: \$4.19/ea.

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Make smart decisions about the foods you eat.

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## America's Choice Rice Cakes

Lightly Salted 4.9 oz

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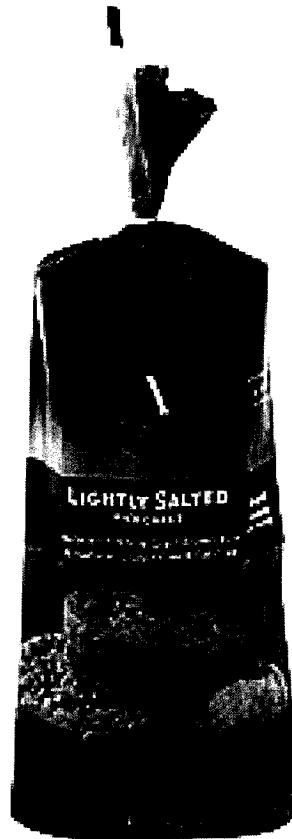
+1



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70

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Trade Ups

Venus Crackers  
Vitawomen  
5 oz

100

Trade Up



Personalize this Nutrition Label

## Nutrition Facts

Serving Size 1.0 cake (10 g)  
Servings Per Container 14

Amount Per Serving	
<b>Calories 40</b>	Calories from Fat 0
% Daily Value*	
<b>Total Fat</b> 0 g	0%
<b>Saturated Fat</b> 0 g	0%
<b>Trans Fat</b> 0 g	
<b>Cholesterol</b> 0 mg	0%
<b>Sodium</b> 10 mg	0%
<b>Potassium</b> —	—
<b>Total Carbohydrate</b> 8 g	3%
<b>Dietary Fiber</b> —	—
<b>Sugars</b> 0 g	
<b>Protein</b> 1 g	
Vitamin A	0%
Vitamin C	0%
Calcium	0%
Iron	0%
Copper	—
Folic Acid	—
Iodine	—
Magnesium	—
Niacin	—
Phosphorus	—
Riboflavin	—
Thiamin	—
Vitamin B12	—
Vitamin B6	—
Vitamin D	—
Vitamin E	—
Zinc	—

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

## Ingredients:

Whole Grain Brown Rice, Salt. Gluten free.

Manufactured in a plant that processes soy and milk products, and may contain these ingredients.

Browse related products

Gluten Free, Kosher

## Quick Facts



Low Fat



Low Sodium